



THE CITY OF SAN DIEGO

**FOR IMMEDIATE RELEASE**

**Contact:** Deborah Castillo  
City of San Diego  
(619)525-8649  
[dcastillo@sanidiego.gov](mailto:dcastillo@sanidiego.gov)

**STORM WATER PSA TAKES HOME A TELLY**

**San Diego -- March 11, 2002** - The Storm Water Pollution Prevention Program is proud to announce that it was a 23rd Annual Telly Award winner for its "Road to Beaches" Public Service Announcement. The Telly Awards showcases and gives recognition to outstanding non-network and cable TV commercials and received over 11,000 entries, including two from the Storm Water Pollution Prevention program. The second entry, "Roads to Beaches – Hip," which targeted a youth audience, was also a finalist in the competition. The PSA storyline was created by City staff and produced by American Dream Cinema.

Previous winners have included the Discovery Channel, Sony Playstation, the Chicago Bulls, Calloway Golf Co. and creative firms such as Saatchi & Saatchi, Alta Vista Productions, and Court TV.

#####